- Try to make the best position assessment that you can as to what the total 1989 domestic cigarette market will be in consumer off-take terms.

- Using the various scenarios for load levels for our RJR, PM and the rest of the industry, determine total 1989 manufacturers' shipments.

- If the market is down by an amount that is meaningfully greater than the decline rate in recent years, give some thought as to how we can present this to the financial community.

- Take chart 1 of the July 24, 1989 edition of Roy Anise's charts. The decline rate does not appear to be accelerating - I know this is rough but it does not support our fear that the industry this year will be down in excess of 3%. Can you give me your views on this.

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Source: https://www.industrydocuments.ucsf.edu/docs/zfgj0004